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Measuring (and Increasing) the Value of Library Services

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Measuring (and increasing) the Value of Library Services


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5 June 2014





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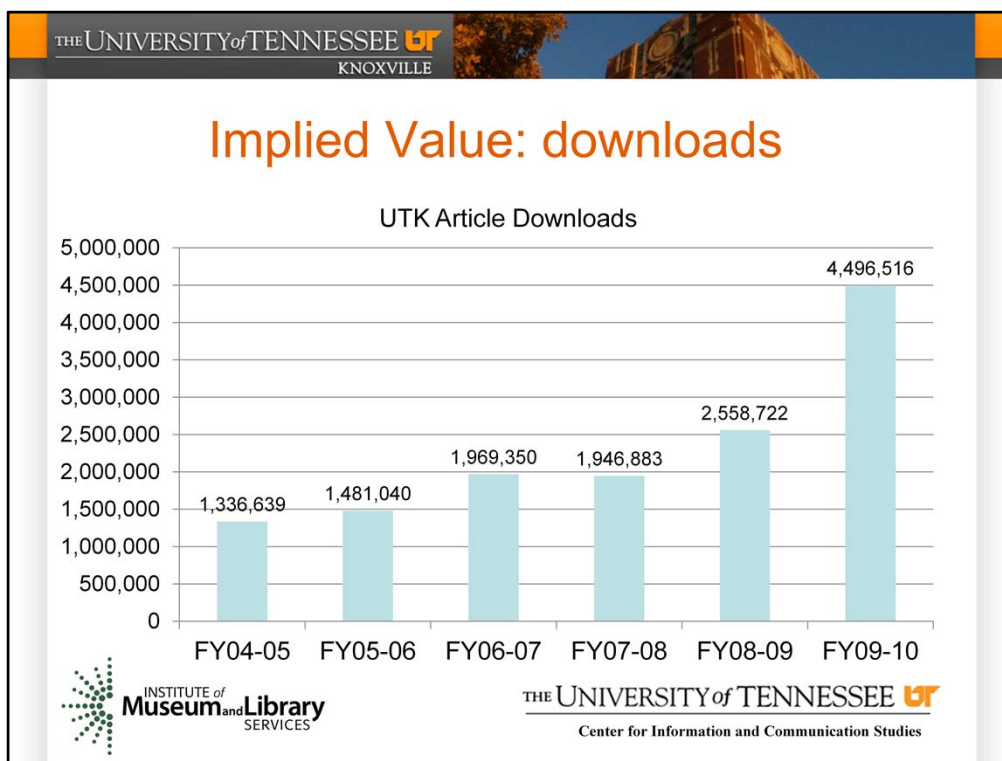
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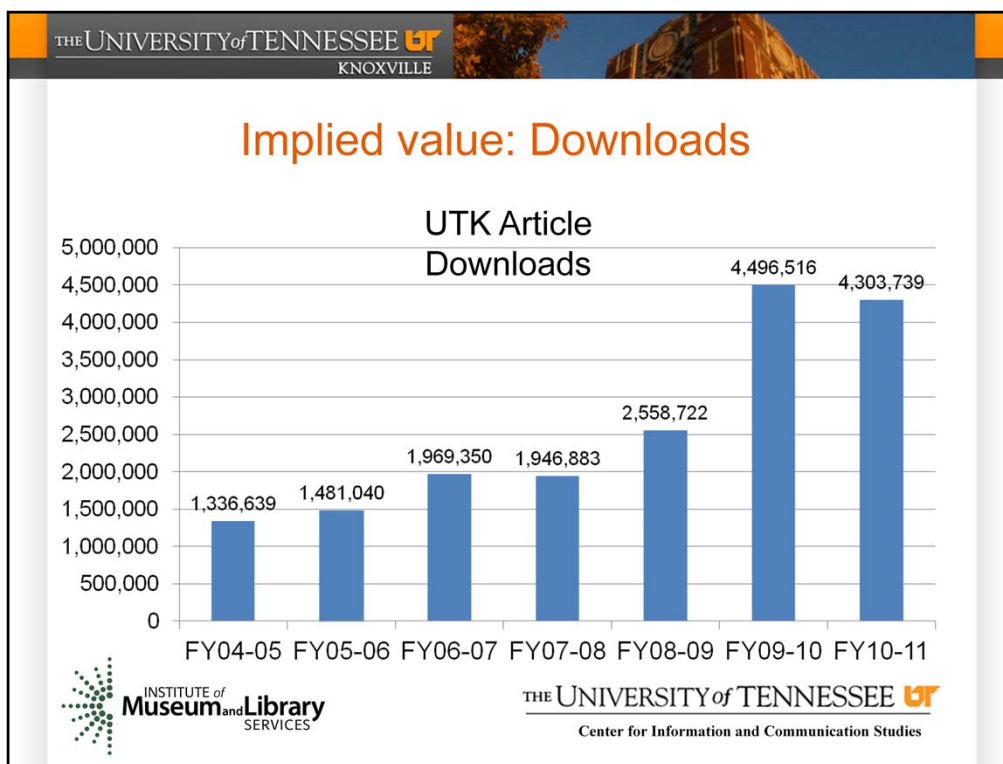




Today's topics...

- Defining value in the library and information context
- Lib-Value project overview
- Methods and examples for collections





Total circulation across libraries: (Kyrillidou, M. & Morris, S. (Editors). *ARL Statistics 2008-2009*. Association of Research Libraries: Washington D. C. 2011, p. 8)

2001: 467,277

2002: 462,223

2003: 479,733

2004: 496,369

2005: 473,216 (start of decline)

2006: 466,403

2007: 456,597

2008: 429,626

2009: 414,482



Going beyond implied value to show...

➤ Purpose

➤ Outcomes

➤ Return on Investment
(ROI)





In the information context economist Machlup described 2 types of value:

1. purchase or exchange value: what one is willing to pay for information in money and/or time, and
2. use value: the favorable consequences derived from reading and using the information.




Comprehensive Library Value









(Bruce Kingma, Syracuse University)





- **Economic (private)**
 - What is the value to an individual to use the library?
- **Social (public)**
 - What is the value to the institution of the library?
- **Environmental (externality)**
 - What is the value of the environmental savings of library provision of electronic resources?
 - Have libraries gone green without knowing it?


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Lib-Value: Multiple academic institutions using multiple methods to measure multiple values of multiple services for multiple stakeholders


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Project Teams

Ebooks	Special Collections	Information Commons
Collections and Reading	Value and ROI	Teaching and Learning
Comprehensive	Tools	Website and Value Bibliography

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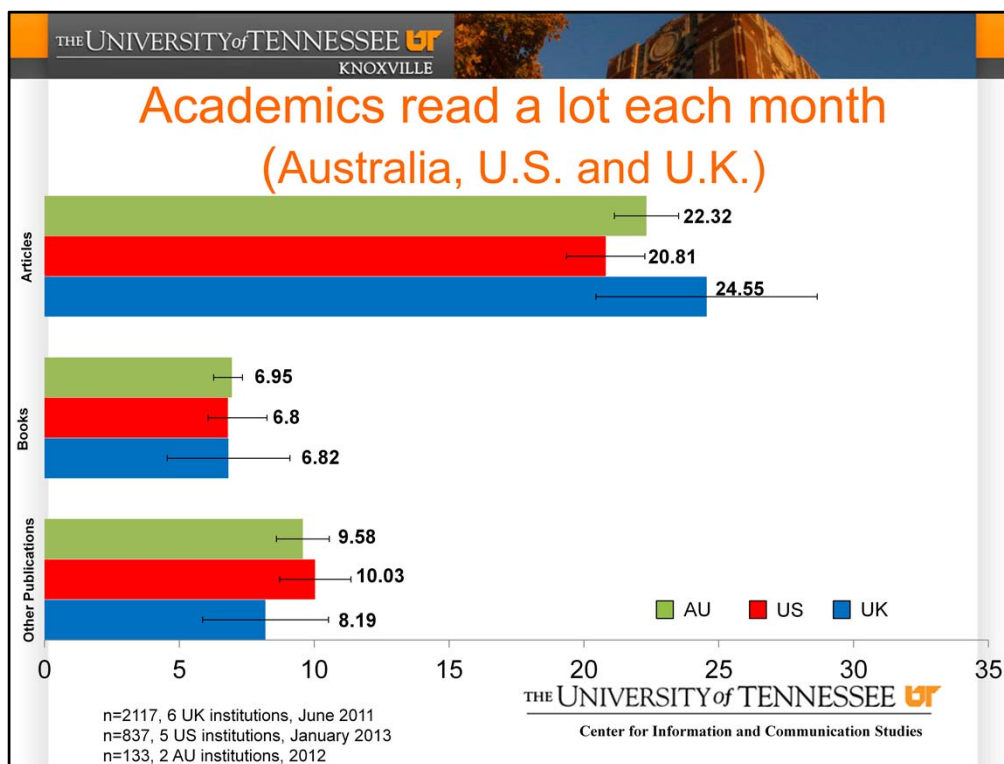
4 indicators of value of scholarly collections

1. Exchange value
2. Use value & outcomes
3. ROI
4. Supporting success



4 indicators of value of scholarly collections

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**UK Totals:**

Articles: 22/month; Book: 7/month; Other: 10/month

US totals:

Articles: 21/month; Books: 7/month; Other: 10/month

AU totals:

Articles 25/month; Books: 7/month; Other: 8/month

ALL (Combined) totals:

Articles: 23/month; Books: 7/month; Other: 10/month

All (Combined) Annual Totals:

Articles: 276

Books: 84

Other Publications: 120

(Total scholarly reading per year is 480)

AU Annual Totals:

Articles: 300

Books: 84

Other Publications: 96

(Total scholarly reading per year is 480)

US Annual totals:

Articles: 252

Books: 84

Other Publications: 120

(Total scholarly reading per year is 456)

UK Annual totals:

Articles: 264

Books: 84

Other Publications: 120

(Total scholarly reading per year is 468)

Varies by discipline (UK, UIUC)

Sciences

27

33

Engineering/Technology

28

21

Medical Science/Health

31

44

Humanities

28


22

Social Sciences

21

20

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This represents a huge investment in time.





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Article

49 min/article X 22 read per month X 12 months = 216 hours

X 67% from library= 144 hours a year per academic staff member from the library

Book

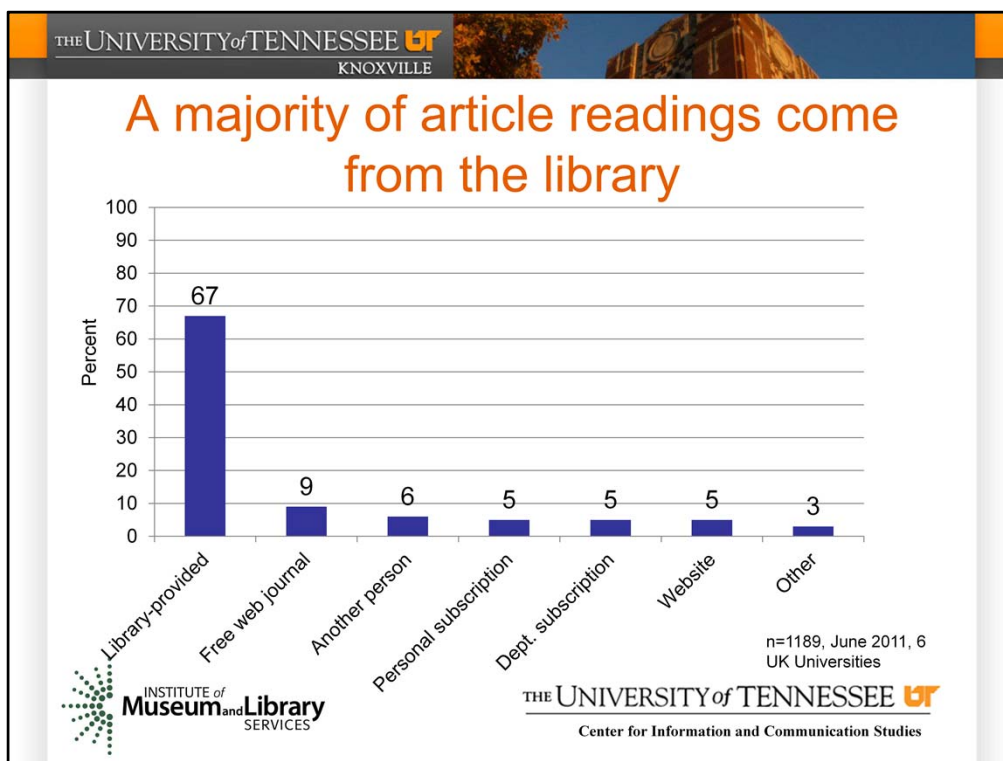
106 min/book X 7 per month X 12 months= 148 hours


X 27% from library= 40 hours a year per academic staff member

Other Publication

42 min/publication X 10 per month X 12 months= 84 hours


X 15% from library= 13 hours a year per academic staff member




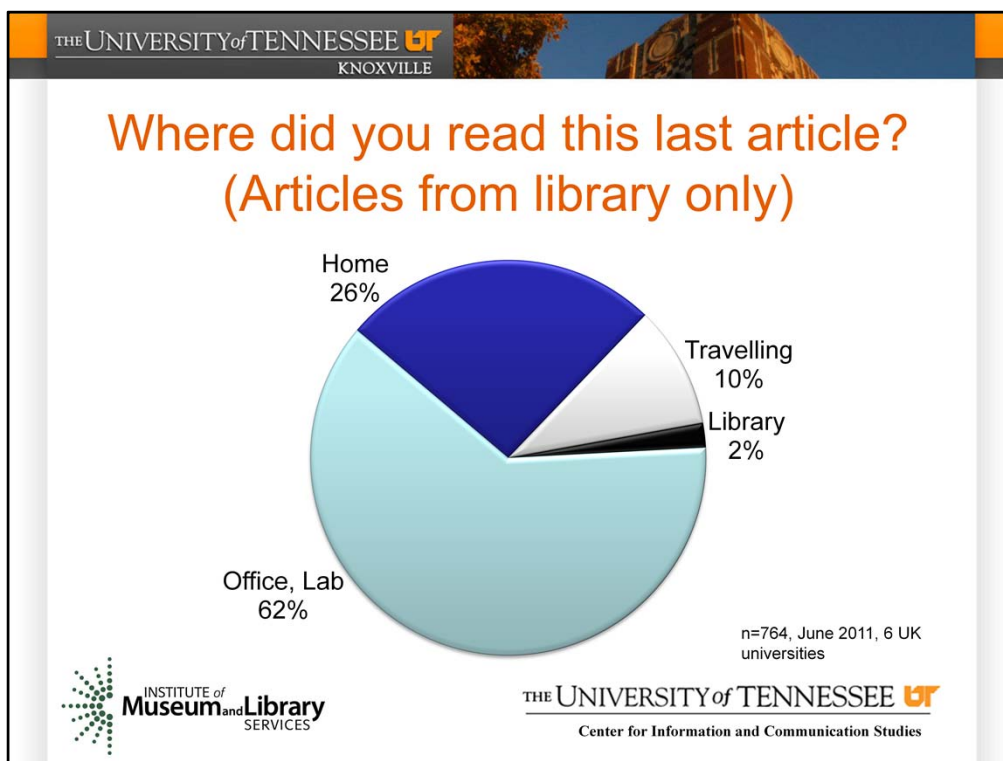
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Time spent (exchange value) reading
from the **library**

A faculty member will
spend **23.4 days** reading
from the library.

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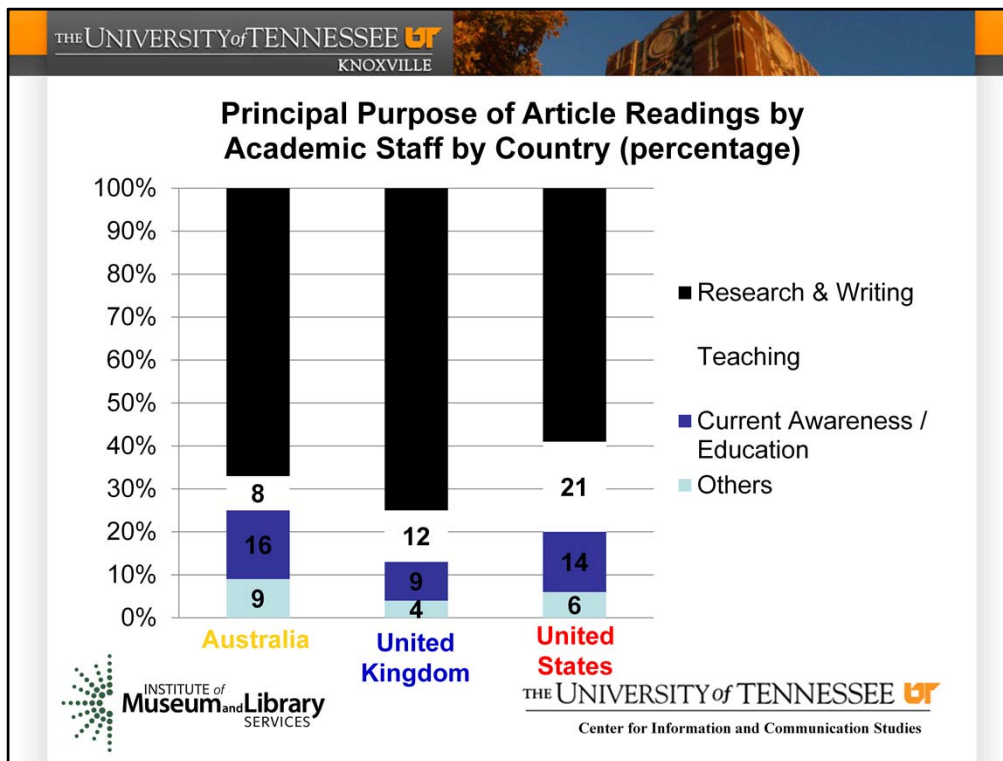
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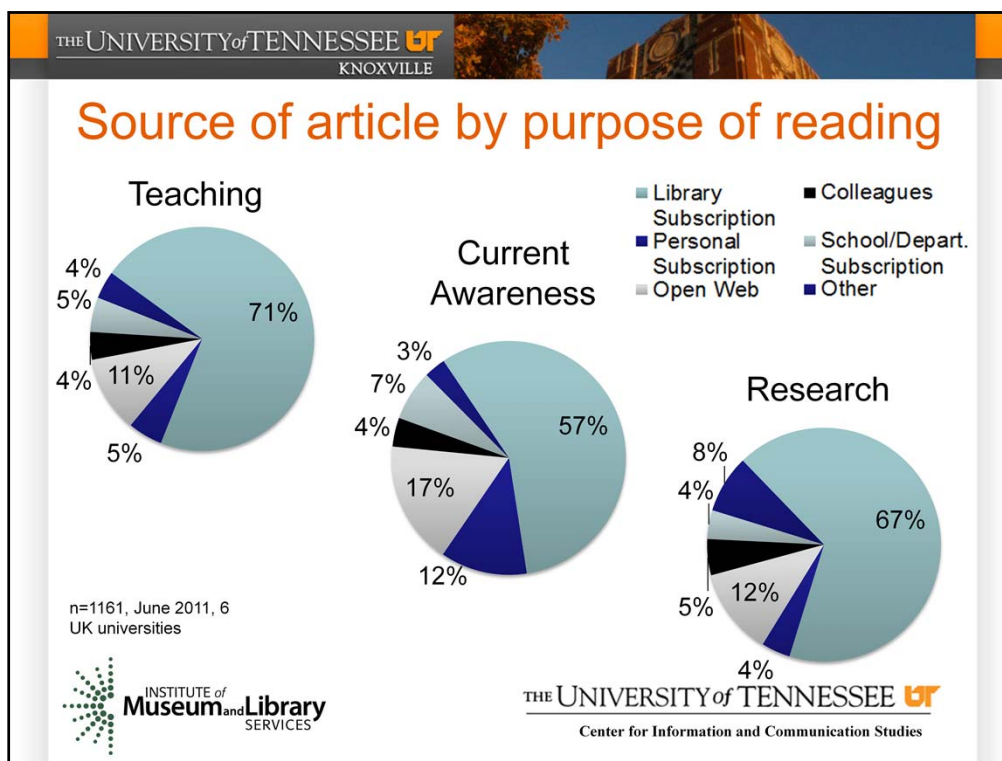






4 indicators of value of scholarly collections

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Rank List of Outcomes from Journal Article Reading

- 1st To inspire new thinking or ideas
- 2nd To improve your principal purpose for reading
- 3rd To narrow/broaden/change the focus of your principal purpose
- 4th To resolve technical problems
- 5th To save time or other resources
- 6th To aid in faster completion
- 7th To assist or result in collaboration/joint research

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#1 is over 50%; 2 and 3 are 28-41%; 4th-7th are 11% to 4%



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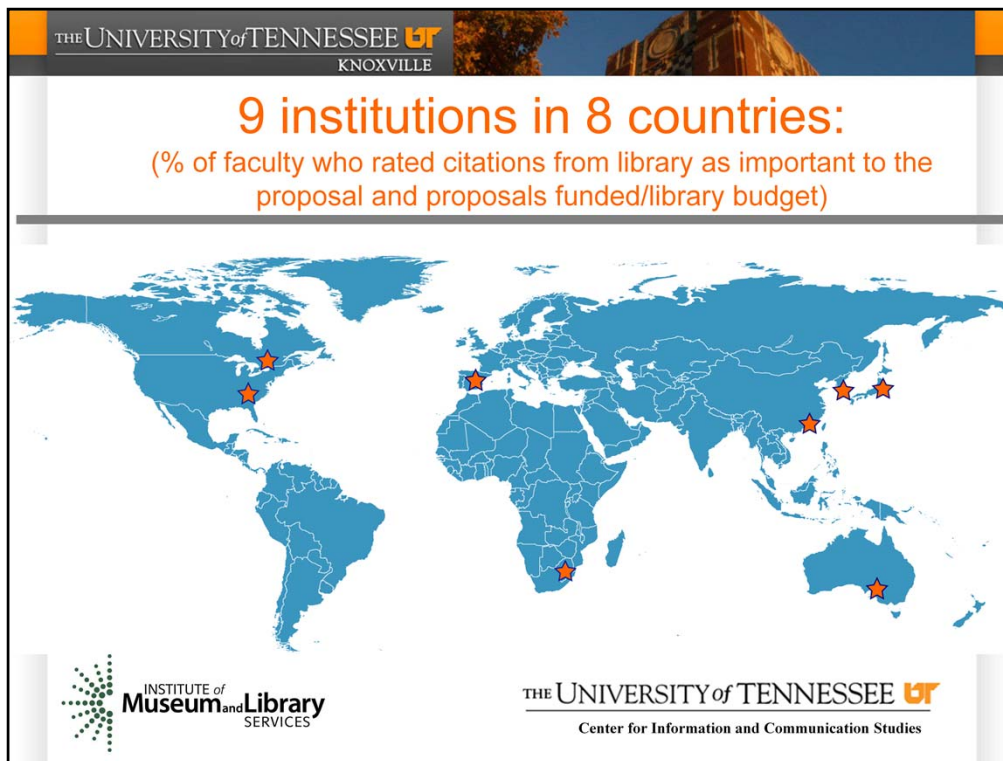
Return on Investment (ROI)

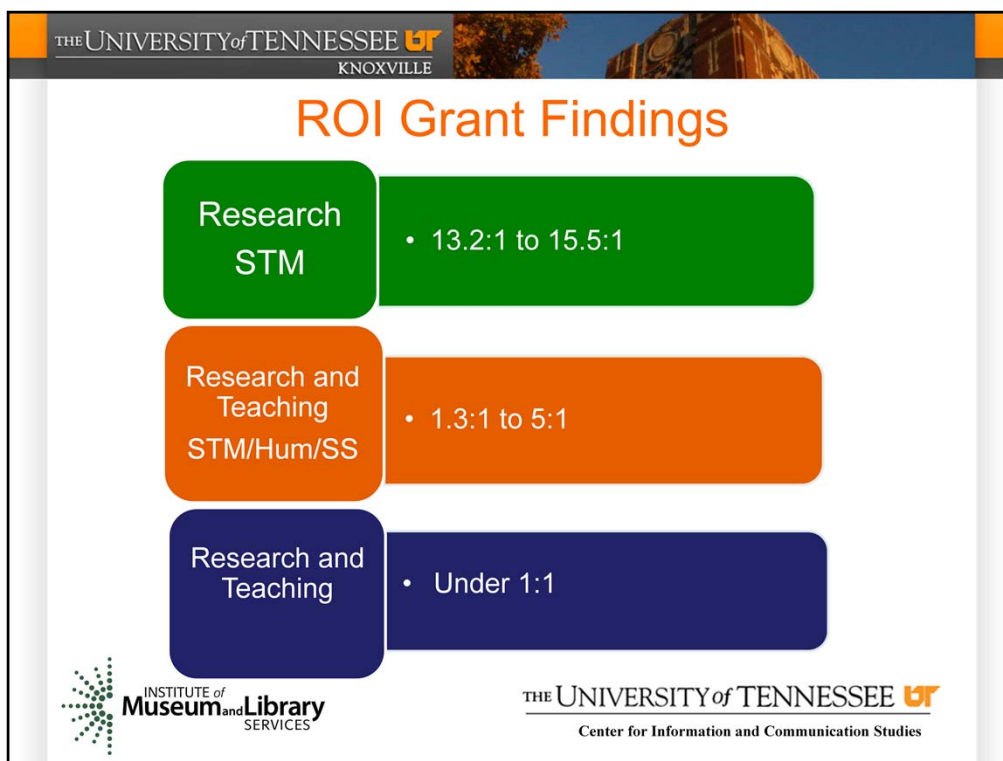
ROI is a quantitative measure expressed as a ratio of the value returned to the institution for each monetary unit invested in the library.

**For every \$/€/£ spent on the library,
the university received 'X' \$/€/£ in return.**

Demonstrate that library collections contribute to
income-generating activities







The ROI values for the e-collections in the grants process at the 8 institutions ranged from a high of over 15:1 to under 1:1. In descending order, for every unit of currency invested in the library, the library contributed to grants income at the rate of:


- 15.54:1 (university 2)
- 13.16:1 (university 4)
- ~5:1 for UIUC
- 3.44:1 (university 1)
- 1:31:1 (university 6)
- 1.43:1 (university 8)
- 0.64:1 (university 7)
- 0.27: 1 (university 3)
- 0.27:1 (university 5)

In 1 university over 10 years a 1% increase in library budget correlates with a 1.07% increase in grant funding.



Why Does Grants ROI Vary?

- ROI depends on institutional mission
- Research institutes have very large grants
- Teaching universities have smaller and fewer grants
- ROI varies depending on methods of government funding
- Be cautious comparing ROI across institutions




Return on Investment is also...

...values of all types that come to stakeholders and the institution from the library's collections, services, and contribution to its communities.



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Supporting success...



"E-access is essential for scientific writing"



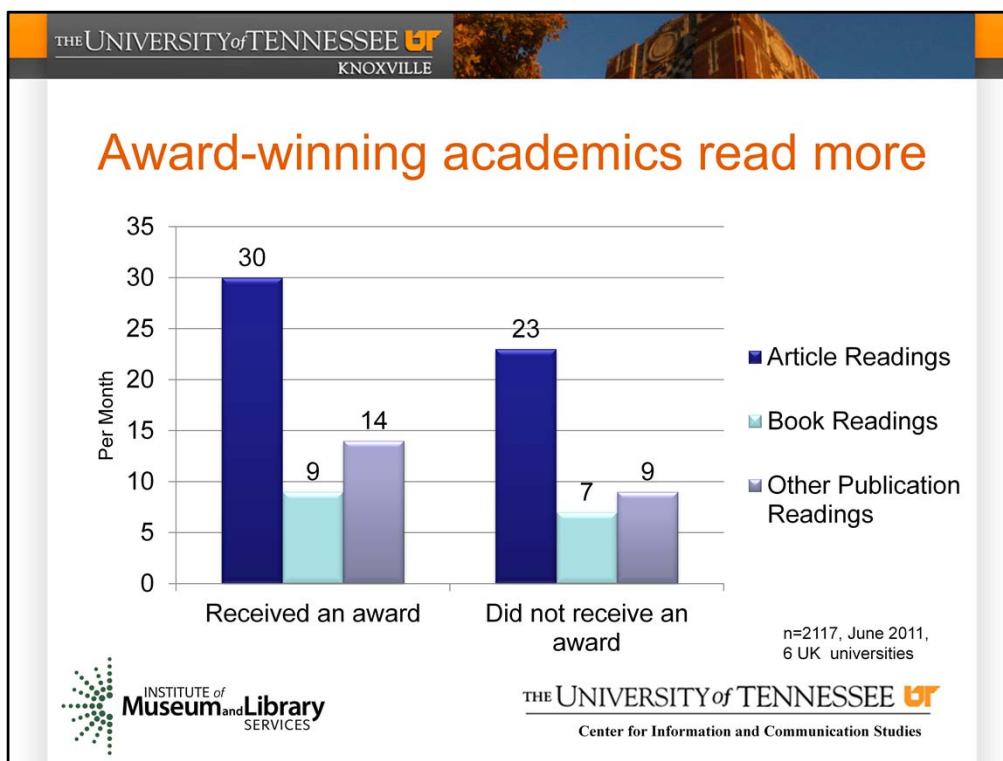
"I could not do the kind of research or teaching I do without these resources."



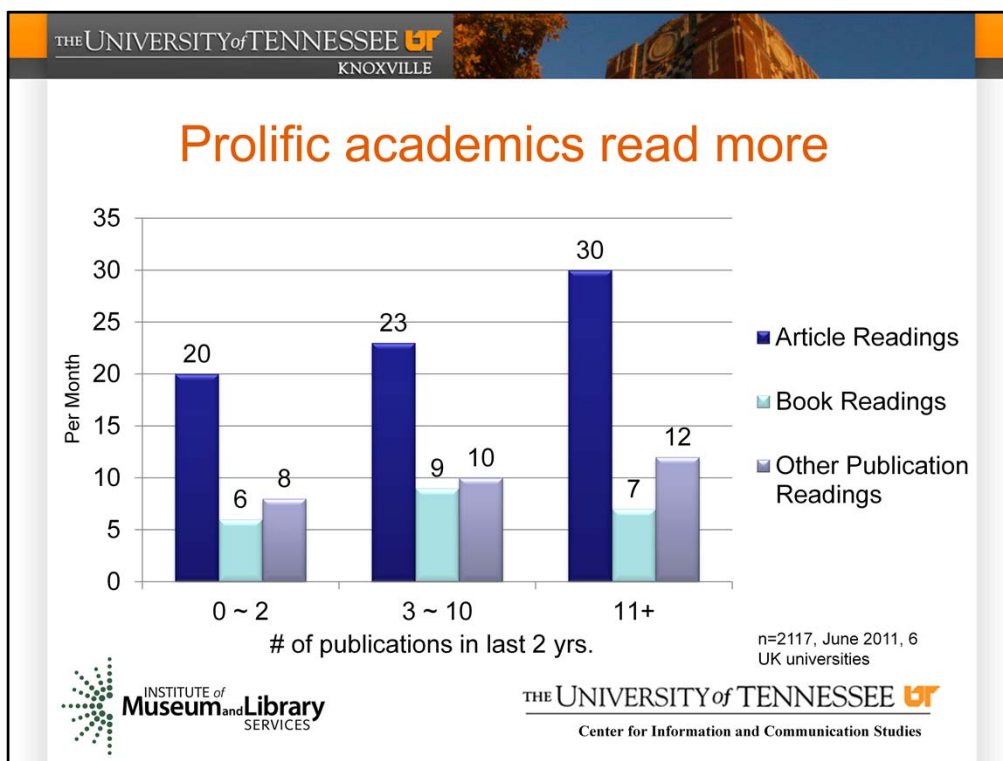
"Scholarly articles are the life blood of all we do."

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19% received an award (206 of 1071)



Academics who publish more material are also more likely to use the library to obtain articles ($p = .104$) and less likely to use alternative (other) sources; this is not the case, however, for books and other publication readings. No significant difference for those.

Portrait of a successful academic:



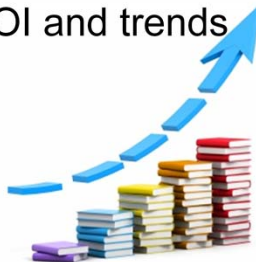
In last 2 years:

Has won an award and published four or more items.

- Reads more of every type of material.
- Spends more time per book and other publication readings.
- Uses the library for articles
- More often buys books and obtains other publications from the Internet.
- Occasionally participates and creates social media content.

Some Final Thoughts on Measuring Value

- Tie what you measure to the mission of the university
- Measure outcomes, not inputs
- Quantitative data can show ROI and trends
- Qualitative data tell a story
- No one method stands alone



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The banner at the top of the slide features the University of Tennessee Knoxville logo on the left, which includes the text "THE UNIVERSITY of TENNESSEE" and "KNOXVILLE" next to an orange "UT" logo. To the right of the logo is a photograph of a building with a large clock tower under a blue sky.

For further information:

<http://libvalue.cci.utk.edu/>

ctenopir@utk.edu

The logo for the Institute of Museum and Library Services, featuring a stylized green starburst or sunburst design.

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